

CLAIMS:

1. A R-Fe-B base rare earth permanent magnet material consisting of, in percents by weight,
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|----|----|-------------------|
| 5 | R | 25 to 45 wt%, |
| | Co | 0.1 to 4.5 wt%, |
| | B | 0.8 to 1.4 wt%, |
| | Al | 0.05 to 3.0 wt%, |
| | Cu | 0.02 to 0.5 wt%, |
| 10 | M | 0.03 to 0.5 wt%, |
| | C | 0.01 to 0.5 wt%, |
| | O | 0.05 to 3.0 wt%, |
| | N | 0.002 to 0.1 wt%, |
| | F | 0.001 to 2.0 wt%, |
- 15 with the balance of Fe and incidental impurities, wherein R is at least one element selected from the group consisting of Nd, Pr, Dy, Tb and Ho, and M is at least one element selected from the group consisting of Zr, Hf, Ti, Cr, Nb, Mo, Si, Sn, Zn, V, W and Cr.
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2. The R-Fe-B base rare earth permanent magnet material of claim 1, having a F content of 0.005 to 1.5 wt%.
3. The R-Fe-B base rare earth permanent magnet material
- 25 of claim 2, having a F content of 0.008 to 1.0 wt%.